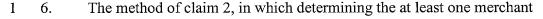
[132] CLAIMS

[133] We claim:

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- 2 receiving a call from a caller, the call being associated with a first merchant;
- 3 placing the call in a queue;
- 4 determining a second merchant; and
- 5 establishing a connection, the connection enabling communication between the
- 6 caller and the second merchant while the call is in the queue.
- 1 2. A method comprising:
- 2 receiving an incoming call from a caller;
- 3 placing the incoming call in a queue;
- 4 determining at least one merchant;
- determining access information associated with the at least one merchant; and
- 6 establishing a connection based on the access information, the connection
- 7 enabling communication between the caller and the at least one merchant while the
- 8 incoming call is in the queue.
- 1 3. The method of claim 2, further comprising:
- 2 transferring the incoming call to an attendant.
- 1 4. The method of claim 2, further comprising:
- 2 providing to the caller an indication of a plurality of entertainment option
- 1 5. The method of claim 4, further comprising:
- 2 receiving from the caller an indication of at least one entertainment option.



- 2 comprises:
- providing to the caller an indication of a plurality of merchants; and
- 4 receiving from the caller an indication of the at least one merchant.
- 1 7. The method of claim 2, further comprising:
- determining information that is associated with the incoming call.
- 1 8. The method of claim 7, in which determining the information that is associated
- 2 with the incoming call comprises:
- receiving the information that is associated with the incoming call from the
- 4 caller.
- 1 9. The method of claim 7, in which determining the information that is associated
- with the incoming call comprises:
- 3 retrieving the information that is associated with the incoming call from a
- 4 record of a database, in which the record is associated with the caller.
- 1 10. The method of claim 7, in which determining the information that is associated
- 2 with the incoming call comprises:
- retrieving the information that is associated with the incoming call from a
- 4 record of a database, in which the record is associated with the incoming call.
- 1 11. The method of claim 7, further comprising:
- 2 providing to the caller an indication of a plurality of entertainment options
- 3 based on the information that is associated with the incoming call.
- 1 12. The method of claim 7, further comprising:

2	providing to the caller an indication of the at least one merchant based on the
3	information that is associated with the incoming call.

- 1 13. The method of claim 7, in which determining the at least one merchant 2 comprises:
- determining the at least one merchant based on the information that is
- 4 associated with the incoming call.
- 1 14. The method of claim 7, in which determining the at least one merchant 2 comprises:
- determining a plurality of merchants based on the information that is associated with the incoming call;
- providing to the caller an indication of the plurality of merchants; and receiving from the caller an indication of the at least one merchant.
- 1 15. The method of claim 7, in which the information that is associated with the incoming call comprises at least one of:
- a time the incoming call was received,
- 4 a time the incoming call has been on hold,
- 5 an indication of a category of the incoming call,
- 6 a name of the caller,
- 7 an identifier that identifies the caller,
- 8 a telephone number associated with the caller,
- 9 an address associated with the caller,
- data indicating at least one purchase associated with the caller,
- data indicating at least one reservation associated with the caller,
- an indication of an area of expertise of the caller,
- an indication of a rate charged for expertise of the caller, and

14		an account identifier that identifies a financial account associated with the	
15	caller.		
1	16.	The method of claim 2, in which the access information comprises at least one	
2	of:		
3		a uniform resource locator (URL),	
4	a telephone number,		
5	a discount identifier that identifies a discount,		
6	a promotional code,		
7		a digital certificate,	
8		an account number, and	
9		a password.	
1	17.	A method comprising:	
2		receiving an incoming call from a caller via a first connection;	
3		placing the incoming call in a queue;	
4		determining information that is associated with the incoming call;	
5		providing to the caller a menu indicating at least one merchant;	
6		receiving from the caller an indication of a merchant;	
7		determining a telephone number associated with the merchant;	
8		establishing a second connection between the caller and the merchant based on	
9	the tel	the telephone number, the second connection enabling communication between the	
10	caller	caller and the merchant while the incoming call is in the queue; and	
11		transferring the incoming call to an attendant.	
1	18.	The method of claim 17, in which determining the information that is	
2	associated with the incoming call comprises:		
3	receiving the information that is associated with the incoming call from the		
4	caller via an interactive voice response unit (IVRU).		



- 1 19. The method of claim 17, in which determining the information that is
- 2 associated with the incoming call comprises:
- retrieving the information that is associated with the incoming call from a
- 4 record of a database, in which the record is associated with the caller.
- 1 20. The method of claim 17, in which determining the information that is
- 2 associated with the incoming call comprises:
- retrieving the information that is associated with the incoming call from a
- 4 record of a database, in which the record is associated with the incoming call.
- 1 21. The method of claim 17, in which providing to the caller the menu comprises:
- 2 providing to the caller the menu based on the information that is associated
- 3 with the incoming call.
- 1 22. The method of claim 17, in which the information that is associated with the
- 2 incoming call comprises at least one of:
- a time the incoming call was received,
- 4 a time the incoming call has been on hold,
- 5 an indication of a category of the incoming call,
- 6 an indication of a position of the incoming call within the queue,
- 7 a name of the caller,
- 8 an identifier that identifies the caller,
- 9 a telephone number associated with the caller,
- an address associated with the caller,
- data indicating at least one purchase associated with the caller,
- data indicating at least one reservation associated with the caller,
- an indication of an area of expertise of the caller,
- an indication of a rate charged for expertise of the caller, and

- an account identifier that identifies a financial account associated with the
- 16 caller.